

AMERICAN DAHLIA SOCIETY CONFERENCE CALL
JUNE 24, 2012

The conference call was called to order by President Jerry Landerholm at 3 PM EDT. Other board members on the call were Lou Paradise, Jerry Wittrig, Claudia Biggs, Don McAllister, Anna Moynahan, Wayne and Eleanor Shantz, Kevin Larkin, Martin Kral, Brent Grant, Mac and Norma Boyer, Brad and Rosemary Freeman, Steve Nowotarski, Harry Risetto, Lois Ann Helgeson, Bob Schroeder, Alan Fisher and Ron Miner.

The President asked for a moment of consideration for those members who are ill or recently deceased.

MINUTES. MOTION by Lou Paradise, second by Wayne Shantz to accept the minutes of the spring meeting. PASSED. Jerry expressed the appreciation of the board to Ron Miner for taking on the secretarial duties.

TREASURER. Mac Boyer presented a detailed report to the board which after a recent deposit of membership checks shows a balance of \$78,104. This is about \$2000 above the balance of a year ago at this time. MOTION by Steve Nowotarski, second by Alan Fisher to accept the treasurer's report, subject to audit. PASSED

REGIONAL VICE PRESIDENTS

EASTERN STATES. Brent Grant reported that Matt Taylor has finished the fertilization project from Longwood and will be working on the data from Penn State. They are considering redoing the project with help from Kevin. Philadelphia will be the site of the Conference Show this year.

MIDWEST. Jerry Wittrig reported that Bill McKibben gave a lecture on taking and understanding soil samples at the Midwest meeting held in Elkhart in June. Proceeds from the plant auction went to the Michigan Dahlia Association who is hosting the Conference Show in Ann Arbor over Labor Day weekend.

PACIFIC NORTHWEST. Wayne Shantz reported the work on the National Show is progressing well and he encourages everyone to get their registrations in as soon as possible. The PNDC has voted to do a judging program on DVD.

PACIFIC SOUTHWEST. John Morton reported most of their members had record tuber sales this spring. The new Santa Rosa Society has decided not to continue as a society at this time. The conference decided to add a category for the Micro Dahlias, those less than two inches, to their show schedules.

FEDERATION OF NORTHWEST DAHLIA GROWERS. Brad Freeman reported that they have adopted a new class of exhibitor, the Junior Novice exhibitor, who can remain as such until their 17th birthday. The Federation offers six classes each year for all levels of judging. All are welcome to attend. During their ADS seedling judging class, they combined Senior and Accredited Judges, thereby giving Accredited Judges the opportunity to judge seedlings. They too are considering putting their judging classes into a PowerPoint or video presentation.

COMMITTEE REPORTS.

CLASSIFICATION. Lou Paradise said that the reclassification list has been sent to the

Classification Committee. The Show Reporting Packet will be sent to all reporters before the end of the first week in July.

FINANCE. Harry Risetto states the Committee recommends that the ADS continue to utilize a contribution envelope in the September *Bulletin*, to supplement other sources of revenue. At the present time the necessity of funding new projects, such as the fertilizer study, creates a headwind to accomplishing the ADS's mission. The Centennial ADS Show in 2015 should be marked by a special publication to commemorate this occasion. The ADS will have to largely support this initiative through contributions. A long term initiative to stimulate Planned Giving should continue.

GARDEN/CONTAINER DAHLIAS. Steve Nowotarski reports that 3 Gallery series dahlias have been sent to 15 evaluators in all areas of the country. He has several new evaluators this year, including the American Horticultural Society's River Farm, thanks to Harry Risetto. One evaluation will occur on a 14th floor terrace garden in New York City.

IMAGE LIBRARY. Claudia Biggs reports that two new programs, The 2011 Photo Contest Winners and the 2011 Fabulous Fifty Dahlias, are available and can be ordered on the web or from Claudia. She has received and shared photos with David Brown, UK photo archivist.

JUDGE ACCREDITATION. Bob Schroeder reported that he was recently asked how a senior judge could be reinstated after being inactive for a number of years. Currently there is no procedure for a fast track to reinstatement. He will write up his ideas on the subject and submit it to the Board. He also noted that he had a very low response to the offer of a yahoo group for judges. Don McAllister noted that the names will need to be manually added. Bob thanked Don for his help setting it up. Bob has been in contact with a number of individuals who have shown interest in recording their judging training on DVD.

MEMBERSHIP. Alan Fisher reported that we are currently at 92% of where we were at the end of 2011. He suspects it could be attributed to the dues increase and the slow economic recovery. He will send letters to those who have not renewed for 2012.

NEW SOCIETY. Rosemary Freeman reports no further developments in the US since the formation of the Provincetown, MA society last year. She is hoping to get a welcoming letter out to them soon. She states that she has received an inquiry from South Africa and also one from Turkey about membership in the ADS. Since the ADS has no set procedure for dealing with International Societies, she will discuss this issue under New Business. Anyone getting requests for society memberships should refer them to Rosemary.

RESEARCH/EDUCATION. Kevin Larkin submitted a financial summary of the WSU Research Endowment and also a report on the fertility studies done at Longwood Gardens. These were discussed at the March planning meeting, but were not included in the minutes. They have been submitted to the *Bulletin*.

SEEDLING BENCH EVALUATION. By email, Roger Walker reported that applications have been sent to the ADS reps of each club. The score sheets have been updated and will be included in the packet. It is vital for the reps. to reply in a timely manner.

TECHNOLOGY RESOURCE. Don McAllister reported that the Colorado Dahlia Society website at www.dahlias.net can now be surfed in any of over 50 languages.

TRIAL GARDENS. Ron Miner reports that the Trial gardens are off to a smooth start. There are about 250 entries representing about 110 different cultivars this year.

WEBSITE. Ron Miner reported the password for the Members-Only portion of the website will be changed from Embrace to Elvira effective on July 15th. The latest addition to the website is a section titled, "It Worked for Us." These are success stories at the local society level and will appear in both the *Bulletin* and on the website. He is asking for you to send him your success stories. The photo contest winners are in the process of being put on the site.

OLD BUSINESS.

POST CARDS. Lois Ann Helgeson reported the printing of the post cards is completed and she is in possession of 20,000 postcards packaged 100/package. She has two different sets; one set is of the "other types", 25 of each of four images. The other set is of scenes of dahlias, again 4 different images. She suggested \$20/pkg. and asked for the approval of the board. MOTION by Steve Nowotarski, second by Alan Fisher to sell the postcards for \$20/hundred shipped. PASSED with one no vote.

NATIONAL SHOW RULES. Jerry reported this is an ongoing project with Arthur Haskins.

2015 CENTENNIAL SHOW PLANNING. Steve reported that the hotel has been secured, but they are still negotiating for the site of the show. Harry noted that Brent Grant has agreed to be on the committee. He also said that they are planning to have a commemorative publication and funds will be needed for this.

ADS ARCHIVE REPOSITORY. Harry noted that the Cherokee Botanical Library is a beautiful facility on the site of the Atlanta History Museum on the outskirts of the city of Atlanta. They currently hold the archives for the American Daffodil Society. Harry has spoken to the director of the museum and they are willing to hold our archives, which are currently housed in the Boyer's basement. MOTION by Steve Nowotarski, second by Lois Ann Helgeson to use the Cherokee Botanical Library as a repository for the American Dahlia Society archives. PASSED

E NEWSLETTER. Steve noted the this project is on the hold for now due to constraints on Steve's time.

TRADEMARK APPROVAL. Harry noted that we have a 'live' trademark which is a combination of the logo and some words associated with it. Jerry will send a letter of thanks to Morgan Lewis for their work on our behalf in this matter.

NEW BUSINESS.

STANDARDIZED CONSENT FORM. Jerry explained that we need a uniform document that would allow the ADS to use the images submitted to the photo contest and the image library as we see fit. Claudia explained that the software she uses for the new introduction program would allow her to add a section of just photos which can be stopped for critiquing and discussion. The DVD would cost a little more. She has not done this because of not having the proper release

from the photographer. Claudia and Martin Kral will work on a release form to allow the ADS to have complete unrestricted use of the photos.

INSURANCE CONTINGENCY FUND. Mac noted that there is about \$6000 in the insurance contingency fund. Harry stated since the money was given for insurance, it should not be used for other things. Mac reported that 53 societies participated in the insurance program over the past five years. He proposes to distribute the funds back to these societies keeping about \$1000 in the fund. MOTION by Alan Fisher, second by Rosemary Freeman for Mac to determine the amount of the refund to the societies with approval by Jerry and Harry. PASSED.

INTERNATIONAL AFFILIATED SOCIETY. Rosemary Freeman has received a request for information for starting a new society in South Africa. In addition Don McAllister received a request from Turkey. She proposes offering these societies an opportunity to join the ADS. We would provide them with 4-5 Bulletins and Classification Books. They would appoint an ADS Rep. and receive email communications. Concern was voiced about sending materials and getting them into other counties. Mac has determined that cost of the materials would be about \$175. Rosemary researched the costs of the mailings with the post office. Don McAllister suggested offering the person in Turkey an International Affiliated membership for \$56 for which he would get one copy of each publication and the ADS bronze medal. A lengthy discussion followed. MOTION by Alan Fisher, second by Don McAllister to allow the group in Turkey to join the ADS as an Affiliated Society and receive one copy of each publication and a bronze medal for \$56. More discussion followed. MOTION by Rosemary Freeman, second by Mac Boyer to table the motion on the new class of membership. PASSED

COALITION OF AMERICAN PLANT SOCIETIES. Harry Risetto reported that he recently attended a meeting of several plant societies in Shreveport, La. The main thrust of the meeting was a discussion on the reduction of membership in all these societies. Harry was there as a representative of the ADS and the American Horticultural Society and gave a talk on what is happening in the flower world and is it mirrored in the larger world. Basically the national societies believe their memberships are dependent upon the effectiveness of the local societies. The social aspect of the garden club is the dominant aspect of membership.

SPRING PLANNING MEETING. A discussion of some of the 'action items' listed during the planning meeting followed. Ron commented that those in attendance should look at the list of action items and determine if they have followed up on them. Some committees will now have a 'vice chair'. Steve is in contact with a printer to discuss a printing of the wall chart.

Alan likes to give a small gift to new or returning members and requests a supply of the new post cards for this purpose. Lois Ann is authorized to send Alan a supply.

Conference call adjourned at 5:25 PM.

Respectfully submitted,

Anna Moynahan
Secretary